

What is claimed is:

1. A ground cover anchor for anchoring a ground cover, the ground cover anchor comprising:
 - a shaft, the shaft having one end for inserting into the ground;
 - a clamp on the other end of the shaft for securing the ground cover; and
 - means for staying the clamp on the ground cover.
2. The ground cover anchor of claim 1 in which the shaft comprises barbs at the end for inserting into the ground.
3. The ground cover anchor of claim 2 in which the shaft comprises a smooth surface between the barbs and the clamp, the surface being suitable for printing on.
4. The ground cover anchor of claim 1 in which the shaft comprises an inverted cone at the end for inserting into the ground.
5. The ground cover anchor of claim 1 in which the shaft comprises a spiral, the spiral being suitable for screwing into the ground.
6. The ground cover anchor of claim 1 in which the ground cover is a towel.
7. The ground cover anchor of claim 6 in which the anchor is inserted into sand.
8. The ground cover anchor of claim 1 in which the ground cover is a picnic blanket.
9. The ground cover anchor of claim 1 in which the clamp comprises an upper length and a lower length, the upper length and lower length oriented perpendicular to the shaft, the upper and lower lengths being attached to the shaft at one end, and the other ends being disposed to receive the ground cover such that the ground is secured.

10. The ground cover anchor of claim 9 in which the ground cover is secured by teeth on the inside of each length.
11. The ground cover anchor of claim 9 in which the ground cover is secured by a series of ridges on the inside of one length and a series of ridges on the inside of the other length staggered in relation to the ridges on the inside of one length.
12. The ground cover anchor of claim 9 in which the means for staying the clamp comprises the bottom length being attached immovably to the shaft, the top length being free to move along the shaft between the bottom length and a nut, the shaft comprising threads above the bottom length, and the nut holding the top length and the bottom length together when moved down the shaft.
13. The ground cover anchor of claim 12 in which the means for staying the clamp further comprises a protrusion from one length and a hole corresponding to the size and position of the protrusion such that when the hole receives the protrusion, the lengths are oriented along each other.
14. The ground cover anchor of claim 12 in which the nut is a wingnut.
15. The ground cover anchor of claim 12 in which a stop is attached to the top of the shaft such that the nut cannot be removed from the shaft.
16. The ground cover anchor of claim 9 in which the lengths are attached to the shaft and are held together by elastic means such that the lengths can be separated, the ground cover inserted, and the lengths will secure the ground cover when released.
17. The ground cover anchor of claim 1 in which the ground cover anchor is plastic.
18. The ground cover anchor of claim 1 in which the ground cover anchor is brightly colored so as to be easily located.

19. A method of anchoring a ground cover, the method comprising:
 inserting one end of a shaft into the ground; and
 securing a ground cover by means of a clamp attached to the other end of the shaft.
20. The method of claim 19 in which the method is repeated for each corner of the ground cover.
21. The method of claim 19 in which the shaft is held in the ground by barbs on the one end of the shaft.
22. The method of claim 19 in which the shaft is held in the ground by an inverted cone on the one end of the shaft.
23. The method of claim 19 in which the shaft is held in the ground by a spiral extending along the shaft and screwed into the ground.
24. The method of claim 19 in which the ground cover is a towel.
25. The method of claim 24 in which the ground is comprised of sand
26. The method of claim 19 in which the ground cover is a picnic blanket.
27. The method of claim 19 in which the ground cover is secured between two lengths attached to the shaft and oriented perpendicular to the shaft, the lengths being attached to the shaft at one end, and the other ends being disposed to receive the ground cover by friction.
28. The method of claim 27 in which the ground cover is secured by teeth on each length.

29. The method of claim 27 in which securing a ground cover comprises inserting the ground cover between a series of ridges on one length and a series of ridges on the other length staggered in relation to the ridges on the one length.

30. The method of claim 27 in which the clamp is stayed on the ground cover by attaching the bottom length to the shaft, and the top length being held on the bottom length by a nut, the nut moving along threads on the shaft above the bottom length.

31. The method of claim of claim 27 further comprising the steps of:

- attaching one end of the lengths to the shaft such that the lengths are held together by elastic properties of the lengths;

- separating the ends of the lengths not attached to the shaft;

- inserting the ground cover between the separated lengths;

- releasing the lengths such that the lengths return to their original position and hold the ground cover by friction.